FIRST 5 CALIFORNIA CHILDREN AND FAMILIES COMMISSION JUNE 2003 COMMISSION MEETING

BURBANK, CA

June 19, 2003

HIGHLIGHTS

• Call to Order – Item 1

Chairman Reiner called the meeting to order at 9:15 a.m. The following Commissioners were in attendance: Vice Chair Kim Belshé, Alice Walker Duff, Sandra Gutierrez, Elizabeth Rice Grossman, Lou Vismara, Chairman Reiner, and Ex Officio Commissioner Genie Chough.

• Approval of Minutes – March 20, 2003 – Item 3

The minutes for the March 20, 2003 Commission meeting were approved.

• Chairman's Report – Item 4

Chairman Reiner reported on the many activities that have been going on related to Universal Preschool: AB 56 will implement Universal Preschool; First 5 held a Preschool Summit in April featuring speakers from other states with experience in developing/implementing Universal Preschool programs; and First 5 has launched its preschool ad campaign.

AB 56 Update – Chairman Reiner reported that First 5 is the sponsor of this bill and indicated the Commission is very fortunate to have some strong leaders in the Legislature as joint authors of AB 56: Darrell Steinberg, Wilma Chan, Carol Liu, and Lynn Daucher.

Chairman Reiner reported that California's Mater Plan for Education has set a 10-15 year goal of:

- o Making preschool available, as part of the public education system, to all 3- and 4-year olds whose parents wish to enroll them.
- o Expanding school readiness centers statewide.
- o Providing universal access to health and developmental screenings to enhance detection of developmental delays in the earliest years of life.
- o Making kindergarten mandatory and the same length of time each day as early elementary grades.
- o Providing for a seamless integration with K-12 education.

Chairman Reiner stated that AB 56 will implement these recommendations. He also stated that all of the Master Plan bills, including AB 56, have been held in their "house of origin" in the fiscal committee, where more work can be done before the bills move forward next year.

As the sponsor of AB 56, First 5 will participate in a "stakeholders" group being convened by the bill's authors to flesh out the details of the bill, particularly the "Preschool for All" program; stakeholders will then serve as ambassadors for the bill. Chairman Reiner reported that the bill will not move again until January, but may be amended as it sits in fiscal committee.

Master Plan On-Line Dialogue – Chairman Reiner reported that as part of its effort to get broad public input on the legislation that will implement the recommendations contained in the Master Plan for Education, Senator Dede Alpert scheduled the entire week of May 19th through 23rd to hold "on-line dialogues" with legislators, experts in the various fields, parents, and the public.

May 19th was devoted to discussions of school readiness and AB 56, the bill that will implement some of the major School Readiness recommendations of the Master Plan. Chairman Reiner reported that he participated on May 19th as a panelist on the school readiness on-line dialogue. Other panelists included Karen Hill-Scott and Assemblymember Darrel Steinberg.

To initiate the on-line discussion, questions were posed on universal preschool program standards, roll-out strategies for program implementation, and how the program could be financed. That led to a full day of discussion with topics ranging from:

- o Parental involvement in their children's education.
- o Early education teacher credentialing and teacher training programs.
- o The need for early intervention with children who have learning disabilities and other special needs.
- o The need for collaboration as we establish universal access to preschool.
- o The importance of sound decisions based on research.
- o Long-term funding of the program in light of the struggle school districts are now facing.
- o Participants expressed the need to advertise the benefits an issue First 5 has already begun to take on.
- Other comments centered on the reasoning behind compulsory kindergarten, and the (inaccurate) notion that preschool is child care.

2003 Annual Statewi de Conference of County Commissions – Chairman Reiner reported that the conference entitled "The Fabulous Fours: Learning from Four Years of Experience" was held at the Hyatt Regency Orange County, on April 24-25, 2003. This year's conference drew over 550 attendees including 150 presenters and 21 exhibitors.

Chairman Reiner noted the three keynote addresses were:

- o Frank Gilliam and Roy Behr on opinion research, framing early childhood messages for the public, and a private viewing by 500 people of First 5 California's new ads;
- O Abby Thorman on improving systems and services for young children and moving community will to support the effort; and
- A panel of parents from El Dorado, Santa Clara and Riverside who are recipients of and contributing participants in local programs—they reminded us of why we are doing this work.
- o Then the annual foreshadowing of First 5 to come by Chair Reiner, Jane Henderson, and Mark Friedman.

Participants' ratings of the overall conference program were excellent (52%); very good (44%).

Advocacy Agenda – Chairman Reiner reported that the Commission's media contractor, GMMB, with input from our public relations contractor, Rogers & Associates, as well as many others, will draft First 5 California's advocacy agenda. He noted that it will be presented to the Commission in July for discussion and further development. He further noted that GMMB has extensive experience in political and other advocacy-related campaigns.

Resolution Presented to Jane Henderson – Chairman Reiner presented a Senate Resolution to Jane Henderson commending her for her work on the Master Plan for Education. The Resolution was signed by Senator Dede Alpert, Chair of the Joint Committee to Develop a Master Plan for Education, and Assemblymembers Elaine Alquist and Virginia Strom-Martin, Co-Vice-Chairs of the Joint Committee.

Jane responded that the Resolution goes to the whole First 5 family—Commissioners and staff – who have spent many hours behind the scene.

• Executive Director's Report – Item 5

FY 2003/2004 Personnel Issues – Jane Henderson reported that First 5 is still being held to the hiring freeze and that there may be even more restrictions if the budget is not passed on time, such as the ability to travel. On the plus side, Dr. Henderson report that state agencies are able to use a SROA surplus list of state employees who are facing layoffs in other state agencies to fill vacancies. First 5 will be looking at this list to see if there are staff whose background and experience fits with the Commission's needs.

MRMIB-Oral Health – Dr. Henderson reported on two new major developments in the First 5 California Oral Health Initiative. Last month the California Managed Risk Medical Insurance Board (MRMIB) released the solicitation package for the insurance-based oral health demonstration program to the dental and health plans for the Healthy Families Program (HFP). As a reminder, this component of the Oral Health Initiative will support special projects that address the oral health needs of young children, especially in the areas of:

- o increasing utilization of preventive dental benefits
- o increasing the capacity of medical and dental providers to serve the oral health needs of young children
- o increasing access to dental services for young children living in rural and frontier areas
- o access for children with disabilities and other special needs

The Healthy Families plans have been instructed that each proposed project must be culturally and linguistically appropriate, be as inclusive as possible, and support proven and effective strategies or innovated and promising practices. Healthy Families plans are encouraged to collaborate with providers, community clinics and health centers that have historically provided services to young children in traditionally underserved areas including rural and urban and to target school readiness communities. The deadline for Healthy Families plans to submit proposals is July 11, 2003. Dr. Henderson also reported that MRMIB will be contracting with an independent evaluator to measure the effectiveness of their program.

Dr. Henderson reported that First 5 staff will be releasing very shortly the Request for Proposal (RFP) for the Early Childhood Oral Health Education and Training Project. This is the second component of the Oral Health Initiative. This RFP will solicit proposals to:

- 1) Provider Education and Training Program targeted to medical and dental provider communities.
- 2) Consumer Oral Health Education Program targeted to expectant parents, parents, and other caregivers about transmission of dental caries and other preventive measures.

Dr. Henderson reported a total of \$7 million is available to support this four-year effort. She noted that a high level of interest is anticipated from a number of providers who will submit proposals. The Commission is looking to receive the proposals in September, with a program start date of December 1, 2003.

AB 179 – Dr. Henderson reported that AB 179 is the Commission's sponsored "technical" bill this year. It is a clean-up bill, which among other things will allow the Commission to also be known as First 5 California. Most county commissions have already changed their name and do so by changing their ordinance. The State Commission's name is in statute, so a law change is being sought.

Rob Reiner Center – Dr. Henderson reported that in Riverside County a newly established school readiness center has been launched and is called "The Rob Reiner Center." It was dedicated on April 11th and is located in Perris in the Perris Elementary School District. It will offer a wide range of services for children age 0-5 and their families. The Center will focus on all of the issues that are a part of our school readiness initiative. Another terrific aspect, in addition to the support and services for families, is that it will also include an infant-toddler center as well as a preschool academy with a yearly enrollment of 240 children. This is the first of five school readiness centers planned to open in Riverside County.

Universal Preschool Summit – Dr. Henderson stated that California's first statewide summit on "Preschool for All" was held on the two days prior to the Statewide Conference in April. She reported that over 300 state and local First 5 commissioners and commission staff, educators, planners, and state and local officials attended. This was an opportunity to share information about what is known about what is happening with universal preschool/preschool for all in California as well as with six other states that have moved forward in this area, and who presented at the Summit.

Dr. Henderson acknowledged Kris Perry, First 5 San Mateo, for chairing the Summit planning Committee and jump-starting the event. The Summit was co-sponsored by First 5 San Mateo, First 5 Los Angeles, The David and Lucile Packard Foundation, and First 5 California.

Dr. Henderson reported that First 5 Los Angeles, First 5 San Mateo and First 5 Alpine are currently planning to implement locally based universal preschool systems of their own.

Dr. Henderson reported that they also heard at the Summit from Susan Muenchow, American Institute of Research (AIR), who has a contract with First 5 California to develop a Preschool for All "Step by Step" Planning Guide to help planners and advocates review the options for phasing in access to a system of preschool for all. The guide is being done in two phases, with the first including a survey of current efforts throughout the state. Phase two of the planning guide will be a tool kit to provide information and resources in basic ground level planning (for example, determining key program elements; estimating supply and demand and utilization, including facilities availability; developing a cost model, including a template with instructions, along with

in-depth information based on counties' experience; determining phase-in, e.g., four-year olds only, or three and four year olds; financing; assessing child outcomes and tracking success; and planning for governance). The guide will be available to county commissions and school districts and others in September.

Commissioner Duff stated there are very specific collaborative tools available that can be used in the guide. Commissioner Duff suggested that the guide include guidance on building consensus and reaching out to the people who should be involved. Jane agreed that this is fundamental to the Commission's philosophy and will also be part of the First 5 advocacy plan, which is currently being developed. Commissioner Gutierrez suggested that some of the information being gathered by First 5 Los Angeles in their universal preschool work may also be incorporated into the guide.

Dr. Henderson reported that Senator Dede Alpert attended the Summit and offered words of inspiration and encouragement. She noted that another key feature of the Summit was a full day workshop on workforce development.

Commissioner Duff asked if "Preschool for All" is the final decision on the name of the Commission's proposed initiative. Dr. Henderson responded that no formal decision has been made; "Preschool for All" reflects input from many parties, but has not been formally tested.

Commissioner Gutierrez noted the need for facilities development and program co-location. She asked if the Packard Foundation's ABCD initiative will play a role in this. Dr. Henderson explained that this issue will be part of phase 2 research, along with a number of other significant issues that will require in-depth work.

Universal Preschool Joint Legislative Hearing – A joint legislative hearing was held on April 24th by the Assembly Select Committee on California Children's School Readiness and Health which is chaired by Wilma Chan; the Select Committee on High Priority Schools, which is chaired Assemblymember Darrell Steinberg; the Assembly Select Committee on Equal Access to Preschool, chaired by Assemblymember Lois Wolk, and the Education Committees of both the Assembly and Senate.

Ms. Chan and Mr. Steinberg convened the hearing by stating the importance of offering preschool to all children. Mr. Steinberg remarked that this will happen. Dr. Henderson reported that Karen Hill-Scott was a presenter. She noted that there were panels on cost effectiveness, opportunities, issues on diversity, and achieving results. She noted that Ex Officio Commissioner Theresa Garcia was on a panel that discussed experience of other states and building preschool for all, advocacy and strategies.

Kit for New Parents – Dr. Henderson reported a Request for Proposal (RFP) was release on May 30 to find a contractor to do procurement and fulfillment for the next 3 years. The mandatory bidders' conference will be held on June 20. We expect to have the RFP process complete and have a contractor selected by October. In the meantime, we have extended our contract with the current contractor through the end of the calendar year to ensure a smooth transition and no slowdown in the delivery of kits.

Dr. Henderson reported that First 5 California has been piloting on-line ordering of the Kit with five counties and it has gone very well. The Commission will be phasing in the rest of the counties over the next two months. The response has been very positive and improvements have already been made based on the feedback of the five pilot counties. Dr. Henderson also reported that by the end of June, First 5 will have distributed almost 800,000 Kits.

Special Needs Project – Dr. Henderson updated the Commission about the discussion held in March about the \$1 million set-aside for workforce expansion. Staff had recommended workforce development as a component of the special needs project to help build the capacity of the program and providers as well as achieve sustainability. After considerable thought and research, and consultation with Commissioner Vismara, staff is recommending deferring the workforce development. At this time there are a number of reasons to defer this effort to a future date: the state budget impact on community college capacity; the need to work with campuses that supply staff for the demo sites and the fact that those sites will not be on board for about year; and the desire to proceed on the RFP for the statewide coordination and training contractor rather than delay the RFP until the workforce development approach is determined. Dr. Henderson reported that workforce development will be set aside for the time being and that the Commission will move forward with all of the other elements of this \$20 million project.

School Readiness Initiative Update – Dr. Henderson reported that since March, the Commission has received 47 new applications and to date there are 167 school readiness programs in process throughout the state. Ten new counties applied during the June application period, bringing to 55 the number of counties participating.

Outreach and Information on Technical Assistance – Dr. Henderson reported that the Commission is doing teleconferences every 2-3 weeks on program, fiscal, and evaluation issues. She reported on new resources, including a "web cast" on how to build and strengthen school readiness programs, which debuted on May 20th throughout the state. Twenty-nine counties and 164 people participated in its debut.

Dr. Henderson reported that during the week of June 16 (in Fresno and Burbank), two of four regional work shops were held to providing information and resources on working with children with disabilities and other special needs including early mental health across the 5 essential and coordinated elements. Two more are scheduled the week of June 23 in Redding and Sacramento.

Dr. Henderson reported that the school readiness directory is scheduled to go live this month. It is a web-based directory that includes information on the program and is a technical assistance tool and support for county commissions that want information on who is doing what and how they are doing it. (The directory will be accessible via a link on the CCFC website: www.ccfc.ca.gov).

Transfer of Knowledge (TOK) Symposium – Dr. Henderson reported on the TOK symposium that the Governor's Child Development Policy Advisory Committee (CDPAC) held last November on serving children with disabilities and other special needs. Commissioner Vismara was very involved with this symposium. The symposium was put on by CDPAC and supported by WestEd. She reported that a summary of the proceedings will be available shortly and copies will be provided to all Commissioners. She reported that there was a large turnout—standing room only. There were more than 400 people from 51 counties in attendance. She reported that there has been significant subsequent activity that was stimulated by the TOK and 80% of local

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leadership teams have met since the symposium. There has been a large amount of sharing with groups and county agencies. Dr. Henderson also reported that 58% have reported other activities and outcomes and 56% report making some or much progress in achieving the goals set at the symposium.

• California Children & Families Association Report -- Item 6

Mark Friedman, President of the California Children and Families Association, reported on current activities in the Association:

- The success of the Statewide Conference reflected the productive collaboration between CCFC and CCAFA, which took on the responsibility for organizing a major portion of the conference.
- o The Association is enthusiastic about both of the new initiatives being considered by the State Commission for investment -- Health Care Access and Preschool for All -- and pointed out that from the county commissions' perspective, they both present opportunities as well as challenges. Concerns related to proposed state matching funds, revision of county commission strategic plans to commit new investment funding, and a desire for State Commission flexibility in implementation were expressed. Mr. Friedman stated that both proposals have merit and that the Association would like to see some State Commission funding for both programs, noting that various county commissions are ready to develop/implement one program but not the other. The counties clearly want to see both initiatives funded and recognize that not all counties will participate in either of them.
- The CCAFA is working with the Packard Foundation on Preschool for All and with a
 consortium of foundations, including the California Endowment and Packard, on
 initiatives to expand health access for all children an area of great interest to a large
 number of counties.
- O As the State Commission reaches the end of its commitment to fund programs such as the Asthma Initiative, Safe from the Start, and Child Care Accreditation, there is pressure on the county commissions to fund them. The Association is working with counsel on the issue of supplantation. (Commissioner Alice Walker Duff asked the Association to share the information with the State Commission, and Mr. Friedman agreed to do so.)
- County commissioners want to be involved in taking an active role in advocacy; many
 of them have pertinent expertise that can be drawn on. The Association is working to
 create ways to have them involved.

• First 5 California Strategic Plan and Operational Plan for 2003/04 – Item 7

The Commission was presented with a draft version of the Strategic Plan for 2003-06 and the Operational Plan for 2003/04. The presentation included an update on the Commission Funding Condition and a discussion on the potential need to use current fund balances to "future fund" the out years of currently approved multi-year initiatives and the two major initiatives (Universal Health and Preschool for All) currently under consideration. The Commission will vote on approval of the final plans during the July 2003 Commission meeting.

• Children of Migrant and Seasonal Farm Workers – Item 8

The Commission approved an allocation of \$10 million, spread over a four-year period, to fund targeted services to migrant and seasonal farm worker parents and their children. This initiative consists of two distinct, but complimentary efforts, plus \$400,000 to provide dedicated funding to an independent evaluation of the two components.

- 1. \$7.4 million to the California Department of Education to expand the existing Migrant Early Even Start Program (MEES). This program, in existence since 1991 will provide the following services with this funding allocation:
 - a. Provide enhanced Early Childhood Education services, including a focus on early literacy acquisition and development.
 - b. Enhance Parent Education services including literacy acquisition.
 - c. Provide enhanced childcare services during non-traditional hours. MEES childcare services are CDE monitored and each agency providing childcare is approved and funded by the Office of Child Development within CDE. Each funded agency must meet all the licensing and quality standard requirements of the Office of Child Development.
 - d. Build additional program capacity to serve a larger number of the eligible population.
 - e. Provide transportation services in isolated rural settings.
- 2. \$2.2 million will be provided to La Union Del Pueblo Entero (LUPE), an affiliate of the United Farm Workers. This funding will be awarded via a non-competitive bid process to La Union del Pueblo Entero to utilize their extensive existing community based networks to fund an eight county demonstration project to perform community outreach to enhance participation in the newly expanded MEES programs and provide informal parent education services within the migrant farm worker communities. The intent of this demonstration project is to explore means of increasing the knowledge of and use of available child and parent services among migrant farm worker parents and their caregivers.

• Equity Principles Implementation Plan – Item 9

The State Commission discussed an initial draft Implementation Plan for the Principles on Equity. The draft plan contained key events, anticipated completion dates, and accountability information for the five priority implementation areas selected by the Advisory Committee on Diversity. The Commission directed staff to convene further discussions with county commission representatives and Advisory Committee members to get broader input and further refine and develop the Implementation Plan and the goals contained in it, particularly those that relate to grass roots and parent advocacy and technical assistance for county commissions.

• New Initiatives – Item 10

The Commission received an overview of two new First 5 initiative options—Preschool for All Demonstration Projects and Health Care Access—for an investment of \$100 million over the next five years. A variety of options were provided for each initiative.

PRESCHOOL FOR ALL

Roberta Peck presented two options for the Commission's potential investment in a major new initiative to promote access to preschool for all 3- and 4-year olds.

• Planning partners have included staff from First 5 San Mateo, First 5 LA, First 5 Santa Clara, First 5 Alameda, and the Association; the Packard Foundation; and the California Department of Education.

Option 1 – Increase the number of preschool spaces in a demonstration project that could be implemented:

- o County-wide in a limited number of counties,
- o School district-wide in large school districts in various parts of the state, or
- o A combination, including both county-wide preschool in a few small-population counties and school district-wide coverage in a limited number of large districts.
- ? Programs would be voluntary for all families in the designated area, coordinate with existing services, be school-based or school-linked, and meet research-based curriculum, class size, and teacher standards.
- ? Proposed funding would be \$18/child/day (the current state preschool rate) plus \$7/child/day for quality enhancements for a 3 ½ hour/day program during the normal school year.
- ? County commissions would provide a 4:1 match and contract with a local education agency, which would then contract for the services.
- ? Year 1 would focus on selection of sites, technical assistance, plan development, and evaluation design. Implementation would take place in years 2-5.
- ? Outstanding issues include:
 - o development of the needed workforce,
 - o linking part-day preschool with wrap-around child care,
 - o integrating preschool with school readiness programs and family resource centers, and
 - o development of facilities.

Option 2 – Increase the number of preschool facilities by:

- ? Seeking a legislative change to permit state funds to be used for fixed assets, or
- ? Supporting legislation for a bond measure to provide funding for preschool facilities.

HEALTH ACCESS FOR CHILDREN

Joe Munso presented two options for the Commission's potential investment in expanded access to health care for children 0-5 years of age.

Option 1 – Increase health insurance coverage by any or a combination of the following:

- Providing matching funds for premiums, at a proposed 20% rate, to county commissions that develop universal coverage programs. The counties most likely to participate are those 20 with county organized health systems or two-plan Medi-Cal managed care models where the infrastructure is in place to reach an expanded population of families.
 - A universal coverage program would include a benefit package and premiums equivalent to Healthy Families, coverage up to 300% of the federal poverty level, a plan to cover children above age 5, and plans to address outreach and enrollment strategies.
- Funding a feasibility study to assist counties that do not yet have the infrastructure that would facilitate a universal coverage strategy.
- Providing matching funds for counties that are unable or do not choose to implement universal coverage at this time. This would support addressing children's health needs through a variety of strategies, such as promoting preventive care, maintaining coverage for families at risk of dropping off existing programs, and connecting children to medical homes.
- Providing funding to the Department of Health Services to create an electronic enrollment system for pregnant women and hospital newborns to close the "prenatal and baby gaps" and ensure all new babies receive the coverage for which they are currently eligible.

Option 2 – Increase and sustain enrollment through any or a combination of the following:

- Implementing and enhancing outreach activities to ensure that children and families eligible for Medi-Cal or Healthy Families enroll and stay enrolled through locally-developed outreach and follow-up strategies. This option would result in draw-down of federal funds. A First 5 investment of \$3 million could be matched by \$4 million in federal funds.
- Including ads in the next media campaign that highlight the new Child Health and Disability Prevention Program "Gateway," designed to ensure that children receive preventive screening and are enrolled in Medi-Cal or Healthy Families if they are eligible.
- Directing the State Commission's community-based organization contractors, responsible for reaching communities and cultural groups not easily reached by mainstream media, to focus exclusively on outreach activities designed to enroll children in health insurance plans. Funds used for this purpose would also be eligible for a federal match.

Discussion:

Commissioners engaged in a lengthy discussion of the merits and need for providing support for both priority areas, which was reinforced by public comment:

• Laura Hogan, representing the California Endowment, reported that four California foundations had issued an unprecedented joint letter to the State Commission, urging commissioners to support the health access proposal. She remarked that this is a key

- moment in the move to create universal health access and the Commission's support would be instrumental because of its unique statewide role.
- Chair Reiner stated that the Commission has limited, non-sustainable funding and that foundations and county commissions are already investing in health care access, while no one in California other than First 5 is taking a significant leadership role in universal preschool.
- Representatives of Parent Voices and the Child Care Law Center expressed their support for Preschool for All, but raised concerns about the part-time nature of the proposed program, the fear that Preschool for All might redirect funding away from children under age 3 and away from parents on waiting lists for subsidized full-day care. Commissioner Reiner responded that subsidized child care will not be lost as a result of Preschool for All, and clarified that the part-day preschool experience would be linked to wrap-around full-day child care. Commissioner Sandra Gutierrez stated that the Preschool for All option provides a huge leap forward for the child development field.
- Vice Chair Kim Belshé suggested that the Commission set a goal that the bulk of the \$100 million be set aside for Preschool for All, but recognizing that health is fundamental to the First 5 mission and to a child's school readiness, recommended that the Commission also take a leadership role in the health arena by looking for funds to invest there as well. This could include re-thinking how other First 5 funds are being spent.
- Commissioner Alice Walker Duff asked that any investment maximize the intersection between universal access to preschool and universal access to health care.
- Direction from Commission to staff:
 - o Preschool for All is First 5 California's top funding priority and will receive new funding given the need for First 5 California leadership in this area. The level of funding will be decided in relation to the final decision for the Health Care Access initiative.
 - On Health Care Access, staff was directed to attempt to identify funds, either through savings or funds currently set aside for other programs, to redirect to Health Care Access and to report on this at the July Commission meeting.
 - o Updated information on both initiative options will be presented in the First 5 Strategic Plan at the July Commission meeting.

• Adjournment

Chairman Reiner announced that there are only two more Commission meetings scheduled this year—July and October. He reported that the next Commission meeting will be on July 17th in Sacramento. The meeting was adjourned at 3:25 p.m.